

Long-Term UX Evaluation of Game Creator Using the UX Curve Method in Comparison to New Users

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Methodology

Abstract

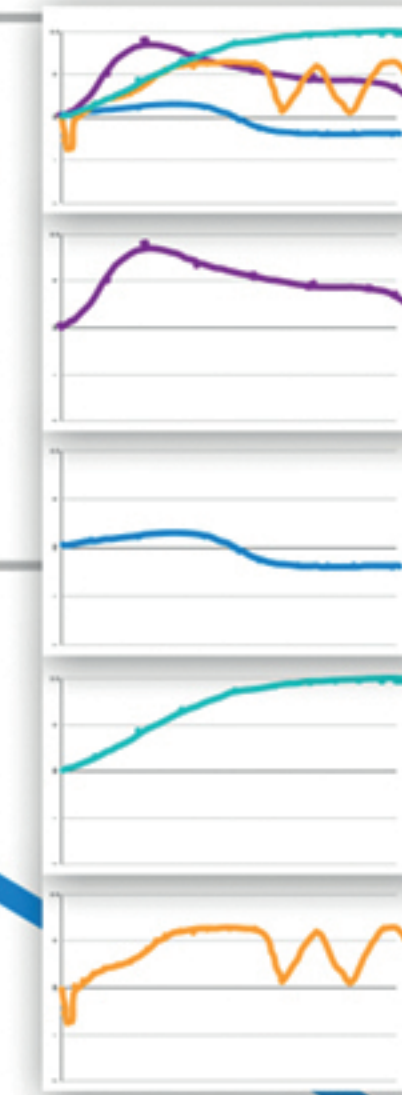
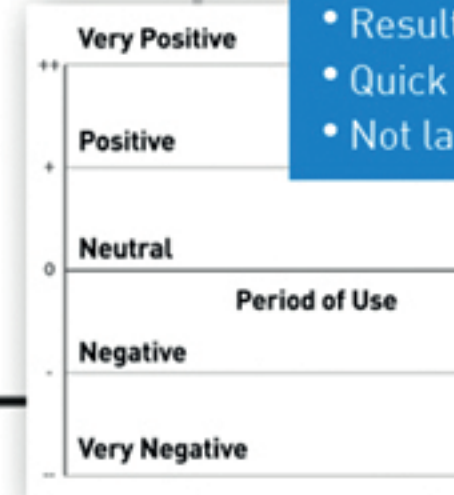
UX evaluations are in most cases only snapshots of a user's experience with a product at the moment. It is not common practice but the UX Curve method takes the whole lifespan of the product into account. It will gather qualitative and quantitative data about the users' perception of Game Creator from memory. To prove its accuracy this research will conduct a control group testing with new users additionally to the recollected results of long-term users. Furthermore, this research wants to explore whether the trends of the curves correlate with each other.

Evaluated Dimensions:

General
Appearance
Compatibility
Usability

UX Curve

- Method to evaluate UX at later point in the product's lifespan
- Evaluation based on participants' memories of their experience
- During an interview, participants are asked to draw a curve concerning one dimension and verbally explain the reasons for changing their opinion at points in time
- Results in qualitative and quantitative data
- Quick process (30-45 minutes/participant)
- Not labor expensive



Results

- Control group values and average of the first experiences from the long-term users have been transferred into the same chart
- Appearance did not have much impact on the general opinion of Game Creator
- Compatibility was mostly positively experienced in a similar way for both groups
- Usability differed both between participants and the two groups
- New users reported UX more positively than long-term users
- All agreed that getting into it was easy and quick but complex scenarios from the first group brought difficulties to light
- Still the curves are ending on a similar level as the values of the new users
- The deviation in general values stems from the fact that some new users reported their opinions only to be neutral, as they would prefer to code themselves instead of using Game Creator
- While the general curve resembled the usability curve, values of the control group deviated for the same reason

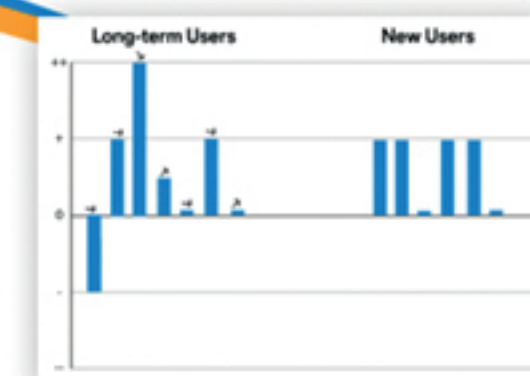
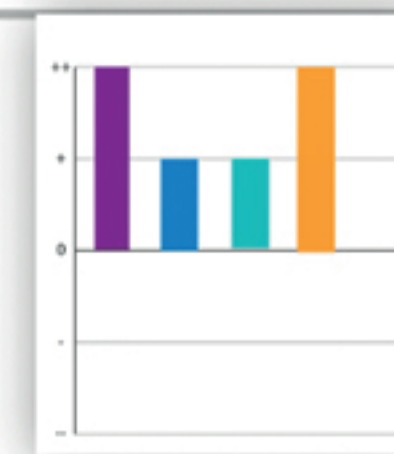
Game Creator

- Visual scripting tool kit for Unity designed for content creators
- Consists of different modules for different purposes
- Core module already provides a lot of base functionalities
- Modules provide complete systems, often used in games
- Saves a lot of time in initial set up
- Modules are extendable and customizable
- Works with actions, triggers and conditions (concepts) instead of algorithms
- Intuitive for people who are unable to code
- Custom actions can be written and used if needed
- Allows for quick prototyping and conveying ideas



Contrasting Attributes (Control Group)

- Participants were given a simple test scenario
- Once completed, they were asked to rate Game Creator concerning the same dimensions and on the same scale



Conclusion

- Reasoning and values similar in both groups
- UX Curve provided deeper and more insights
- UX Curve much quicker (average 35 min. vs. 3-5 h. for control group) with more quantitative data
- Long-term users were more willing to participate UX Curve is less labor-expensive
- Evaluating from memory is accurate enough for acquiring quantitative and qualitative data about a product later on in the product lifespan without having to perform cumbersome field studies



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